

# CTA Announcer

May – June 2007 Newsletter

## Business Administration/Hospitality & Tourism

CTA was recently granted approval to offer training in Business Administration/Hospitality & Tourism. In the fall of 2006, people from labor and industry in our state reviewed the training needs of the new casino industry that is coming into Pennsylvania (along with that comes the need for workers in hospitality, travel and tourism).

It is estimated that 40,000 new jobs will be created statewide within the next three years, and that within the Pittsburgh area there will be 6,000 new gaming jobs and 3,000 non-gaming jobs created to support the new industry.

It is also estimated that in addition there is high demand for jobs in accounting, security, marketing/design, food and beverage, hospitality, guest services, MIS technicians and back office administrators.

If you have the desire and the determination to reach your professional goals in these industries, then we can help you! New classes will begin September 4, 2007 at all campuses. This program will only take a total of 16.5 months to complete (10 week externship is included).

We also offer: **job placement assistance, small class sizes, financial aid for those who qualify, a highly qualified and caring faculty, a mentoring program, counseling services (24/7), and community service participation.**

Please contact admissions to learn more: **Main Campus**, New Kensington, 724.337.1000; **Branch Campus**, Monroeville, 412.372.3900; **Branch Campus**, North Hills, 412.367.4000.

## Support Our Troops Event

Each month CTA offers a fundraising event that will assist our school community in creating awareness and providing a service or financial contribution. For the month of June, our project was "Support Our Troops in Iraq". CTA students, staff and instructors were collecting items that are desperately needed for the troops in Iraq, such as food items (tuna, Dinty Moore Beef Stew, canned peaches, pears & oranges, powdered drink mixes) and personal items (eyedrops, sunscreen, Dr. Scholl Foot Powder, AA Batteries and soft toilet paper).

Thanks to all who donated these items for our troops in Iraq!

## Selecting Externships

"What is an externship?" you may ask. An externship is the final step in the training process. A student will apply the practical skills acquired in the classroom, clinic and lab and use those skills in a medical facility. The student is also graded on their performance, by the site. An externship is a terrific learning experience.

At CareerTrainingAcademy, students are involved in the process of selecting an externship. Students in the Dental Assistant, Medical Assistant, Medical Assistant Comprehensive, Health Insurance Claims Examiner/Medical Biller, Advanced Medical Biller/Coder, Business Administration/Accounting Technology and Business Administration/Hospitality & Tourism programs will all experience selecting an externship, spending required hours at the externship site and showing off their acquired skills by externing in the industry for which they have prepared.

We recently surveyed a group of Health Insurance Claims Examiner/Medical Billers who are in their last module and will next "go on externship". Each group of students gets excited about selecting an externship site where they can shine! (continued on page 2)



## Selecting Externships

(continued from page 1) Proving to others that they have marketable skills and can function well in a place of employment is the goal.

Here are a few of the questions we asked this particular group:

**“What will you look for in an externship?”** Location, if company plans to hire, starting salaries and benefits they will offer.

**“Will you actually tour the facility prior to the externship experience?”** Some students replied that they planned to and some felt that they would select the site based purely upon reputation.

**“Are you planning to select a particular job within this industry to do on externship (such as only medical billing or only medical coding)? Or are you open to a wider range of duties?”** Most students mentioned that they are open to many possibilities though it is also easy to have some favorites (one of our students has her heart set on working in sports orthopedics).

Overall, students are excited about proving their skills are effective in a real workplace and are looking forward to their externship! They are ready to move on and recently completed their cover letters, resumes and they also survived mock interviews!

So we are wishing these students every success and they will be missed! But we know they will be doing awesome work at their externship sites!

Special thanks to the North Hills faculty of Medical Billing and Coding who helped to prepare our students for their externships!

## Class Starts

New day classes will begin July 30 and September 4, 2007. Some of our programs are also available in the evening. Next evening class start is August 13, 2007.

Seating is limited due to “hands-on” training provided so please contact admissions if you are interested in learning more!

## Graduation

Graduation will be celebrated on July 19, 2007 this year at the Harmarville Comfort Inn in Harmarville, PA. It is always an exciting time for graduates of all three campuses to come together and celebrate their training achievements. Invitations have been mailed to our graduates. CTA instructors & staff are looking forward to the next graduation ceremony!

## Sea Otter Adopted

The Pittsburgh Zoo & PPG Aquarium recently certified that Career Training Academy (CTA) had generously contributed toward the care of a Sea Otter. CTA is now a recognized member of the “Adopt an Animal” Program for a period of one year.

Massage students were responsible for the fundraising efforts to adopt this gentle creature. On Mother’s Day (which is now becoming a yearly tradition), CTA massage students offer massages to moms who are visiting the zoo on that particular date. Our massage students performed 100 massages during this charity event and decided they wanted to adopt one of the new sea otters at the water’s edge exhibit.

This special membership will help to provide food and medical care (if needed for the sea otter).

If you are interested in learning more about the adopting a zoo animal, please contact Lori Elder, “Adopt an Animal Coordinator” at the Pittsburgh Zoo (412.665.3640 or 1.800.474.4966). Also, learn more about this great zoo at [www.Pittsburghzoo.com](http://www.Pittsburghzoo.com).

## Advisory Committee Meeting

Advisory Committee members from all three CTA campuses met on May 16, 2007 for their annual group meeting to discuss and review accreditation, curricula, school retention, graduate placement, community service events and financial aid.

The input provided by such a strong team of industry related professionals is invaluable in helping our school provide the most needed skills and competencies in their related fields. (Current committee members are doctors, chiropractors, H.R. directors, massage spa owners, managers of health care doctors’ offices and managers from the health insurance industry.

Special thanks to all who participated at that meeting!

## Scholarship Winner

The Jerome K. Reddy Memorial Scholarship recognizes the student who has contributed to society in a caring, altruistic way. The application selection criteria include: current year high school graduate, community involvement, attendance and academic requirements.

This year’s recipient, Heather Jo Bolt is a 2007 graduate of Highlands High School in Natrona Heights, PA. Heather Jo plans to attend the New Kensington Main Campus and is enrolled in the Medical Assistant program. She is scheduled to begin her training on September 4, 2007.

Congratulations Heather Jo on winning the Jerome K. Reddy Memorial Scholarship!

**Student performance and student success are critical at Career Training Academy**